

PHILIP MORRIS U.S.A.

120 PARK A

TO: Gigi Vera

DATE:

FROM: Cindy Greer

SUBJECT: B&H BLUES PRESS ASSESSMENT

Circulation x 2.5x

of stories =

total impression

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Comparison 7/10

In each market the B&H Blues festivals were met with enthusiastic, positive audiences and encouraging media support. The number of media placements in most markets increased this year from last. National media on the program was unsurpassed.

One aspect that helped increase the media response was the fact that B&H Blues is now known to the media. Media pitches are easier because that level of "educating the media" about the program is removed so stronger efforts can go to garnering feature placements on the festivals and the talent involved. Building equity in a program is an important public relations tool. For example, Houston was a debut city this year, and even though B&H Blues had not visited the market prior, most journalists in the market were aware that the B&H Blues festivals existed. Additionally, the caliber of talent is very important when getting the media in a new market interested. B.B. King had a media day in Houston prior to the festival week. By having a big name come to a debut market helps give the program "clout". For a debut market the media response was quite good (Exhibit A).

Media Highlights

National coverage of the program doubled from last year. National publications and syndicates, featured us prominently. Television highlights include:

- "Entertainment Tonight" (two placements)
- "The Tonight Show" (two placements)
- CNBC's "The McLaughlin Report" (two placements)
- "Personalities" (two placements)
- CNN's "Showbiz Today" (two placements)
- MTV News (two placements)
- "Live with Regis and Cathy Lee"
- E! Entertainment Television
- BET's "Live from L.A."
- CBS' "Studio 22"

Another first for the program was achieved when Rolling Stone featured our exclusive photo of B.B. King, Willie Dixon & John Lee Hooker in the "Random Notes" section.

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